

### REMARKS

After the above amendments, Claims 18, 20 and 22-24 are pending.

Claims 18, 20 and 23 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,486,920 to Arai et al. ("Arai") in view of U.S. Patent Application Publication No. 2003/0195863 to Marsh ("Marsh '863"), in view of U.S. Patent No. 7,475,417 to Marsh ("Marsh '417"), in view of U.S. Patent Application Publication No. 2003/0159145 to Kaltz, and further in view of U.S. Patent Application Publication No. 2003/0093792 to Labeeb et al. ("Labeeb").

Claims 22 and 24 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Arai in view of Marsh '863, in view of Marsh '417, in view of Kaltz, in view of Labeeb, and further in view of U.S. Patent Application Publication No. 2005/0044565 to Jerding et al. ("Jerding").

Claims 18, 20 and 22-24 have been amended, as indicated above, for clarification. New Claim 33, which depends from Claim 18, has been added. Support for Claim 18 can be found throughout the specification and particularly at page 16, lines 3-18. The rejections under §103 are traversed for at least the reasons described herein.

#### **Section 103 Rejections**

##### **A. Claims 18, 20 and 23**

Claims 18, 20 and 23 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Arai in view of Marsh '863, Marsh '417, Kaltz, and Labeeb. Independent Claim 18, as amended, recites a method of displaying a programming guide of channel content in a distributed network, comprising:

- receiving content tag information prior to receiving channel content;
- evaluating the content tag information based on a stored profile of preferences for a user; and

- displaying a personalized programming guide having a plurality of rows, each row associated with a respective channel and configured to contain a channel number, multiple time slots, and channel content information for each of the multiple time slots, wherein the personalized programming guide displays a preferred subset of available tagged channel content in response to evaluating the content tag information, wherein channel content information for the channel content that the user is not interested in viewing is not displayed within the respective time slot of the row, and wherein no information is displayed within the respective row for the respective channel that the user is not interested in viewing.

None of the cited references teach or suggest displaying a personalized programming guide with the recited structure of Claim 18, as amended, and wherein channel content information for channel content that the user is not interested in viewing is not displayed within a respective time slot of a row, and wherein no information is displayed within a respective row for a channel that the user is not interested in viewing.

The primary reference, Arai, describes a receiving apparatus comprising a program information storing section for storing program information including program name, program start time and channel discriminating information, a program information search section for searching the program information stored in the program information storing section according to designated search conditions and for producing personalized program information resulting from the search, and a program guide display section for displaying a program guide including a personal channel including the personalized program information. (Arai, col. 2, lines 12-24). The Arai program guide is illustrated below.

CHANNEL NAME	NIHON MARU	FUJI SUN	ASAHI	MY CHANNEL
13:00	PROGRAM ①	④	⑧	①
14:00	②	⑤		⑤
15:00		⑥	⑨	⑩
16:00	③	⑦	⑪	⑦
17:00				

The Arai program guide does not hide channel content information for channel content that the user is not interested in viewing, and does not hide information within a row for a channel that the user is not interested in viewing. Moreover, Arai is wholly silent as to not displaying information for content a user is not interested in viewing.

The secondary references, Marsh '863, Marsh '417, Kaltz, and Labeeb, fail to overcome the deficiencies of Arai. Marsh '863 describes a media content description system that receives media content descriptions from one or more metadata providers. The Marsh '863 media content description system stores metadata related to media content (e.g., a movie, a television show, or a song). The media content description system provides the stored metadata to content distribution systems, which provide the metadata, as well as the associated media content to users. (Marsh '863, para. 0033). Thus, the Marsh '863 system is used by systems that produce programming guides. Marsh '863 system does not teach or suggest displaying a personalized programming guide with the recited structure of Claim 18 and wherein channel content information for channel content that the user is not interested in viewing is not displayed within a respective time slot of a row, and wherein no information is displayed within a respective row for a channel that the user is not interested in viewing.

Marsh '417 describes a method that includes automatically selecting a candidate program to be recorded, recording content associated with the selected candidate program, and selectively identifying the recorded content within a time-dependent buffer arrangement. This includes scanning an electronic program guide (EPG) based on definable user selection criteria to identify the candidate program. (Marsh '417, col. 2, lines 19-26). Thus, the Marsh '417 method uses programming guides. Marsh '417 does not teach or suggest displaying a personalized programming guide with the recited structure of Claim 18 and wherein channel content information for channel content that the user is not interested in viewing is not displayed within a respective time slot of a row, and wherein no information is displayed within a respective row for a channel that the user is not interested in viewing.

Kaltz describes a device automatically tunes to a viewer preferred data choice from among a plurality of available data choices. (Kaltz, Abstract). Kaltz compares attribute preferences in a data-list to attribute content in a database in a data-store and automatically tunes to a data choice with an attribute content matching the highest ranked attribute preference available. (Kaltz, para. 0026). Kaltz does not display a programming guide, and does not teach or suggest displaying a personalized programming guide with the recited structure of Claim 18 and wherein channel content information for channel content that the user is not interested in viewing is not displayed within a respective time slot of a row, and

wherein no information is displayed within a respective row for a channel that the user is not interested in viewing.

Labeeb describes a method for displaying a TV program to a viewer, comprising receiving a plurality of TV programs, allowing the viewer to select one of the plurality of received TV programs for viewing, and responding to the viewer selection by controlling the programming displayed to the viewer in accordance with the viewer selection and with previously determined viewing preferences of the viewer. (Labeeb, para. 0003). Labeeb does not describe or suggest displaying a personalized programming guide wherein channel content information for channel content that the user is not interested in viewing is not displayed within a respective time slot of a row, and wherein no information is displayed within a respective row for a channel that the user is not interested in viewing., as recited in Claim 18.

As such, independent Claim 18 is not rendered obvious by the combination of Arai, Marsh '863, Marsh '417, Kaltz, and Labeeb because all of the cited references, alone or in combination, fail to teach or suggest all of the recitations of Claim 18. As such, the rejection of independent Claim 18 under 35 U.S.C. §103 is overcome. Additionally, dependent Claims 20, 22, 24 and 33 are patentable at least by virtue of the patentability of independent Claim 18, from which they depend.

Independent Claim 23 contains similar recitations to independent Claim 18. Thus, for at least the same reasons described above with respect to Claim 18, the combination of Arai, Marsh '863, Marsh '417, Kaltz, and Labeeb fails to teach or suggest all of the recitations of independent Claim 23. As such, the rejection of independent Claim 23 under 35 U.S.C. §103 is overcome.

#### **B. Claims 22 and 24**

Claims 22 and 24 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Arai in view of Marsh '863, Marsh '417, Kaltz, Labeeb, and Jerding. For at least the same reasons set forth above with respect to independent Claim 18, dependent Claims 22 and 24 are patentable over Arai, Marsh '863, Marsh '417, Kaltz, and Labeeb. The additional reference cited, Jerding, describes a method and system for accessing services in a television system. In one implementation, a DHCT presents a subscriber a menu containing a plurality of selectable link representations corresponding to separate services or applications offered

by the cable television system. The subscriber navigates the menu with a remote device and selects a desired service for viewing by choosing the selectable link representation corresponding to the desired service or application. The DHCT receives the user input, translates the selectable link command into an executable call, and activates the service or application corresponding to the selected link from the menu chosen by the subscriber. (Jerding, para/ 0007). Jerding does not hide channel content information for channel content that the user is not interested in viewing, and does not hide information within a row for a channel that the user is not interested in viewing. As such, Jerding fails to overcome the deficiencies of Arai, Marsh '863, Marsh '417, Kaltz, Labeeb with respect to independent Claim 18. As such, Claims 22 and are patentable over Arai, Marsh '863, Marsh '417, Kaltz, Labeeb, and Jerding.

#### **Dependent Claims**

As each of the dependent claims depends from a base claim that is believed to be in condition for allowance, Assignee does not believe that it is necessary to argue the allowability of each dependent claim individually. Assignee does not necessarily concur with the interpretation of these claims, or with the bases for rejection set forth in the Action. Assignee therefore reserves the right to address the patentability of these claims individually as necessary in the future.

#### **CONCLUSION**

In view of the above, it is respectfully submitted that this application is in condition for allowance, which action is respectfully requested.

Respectfully submitted,



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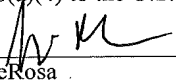
**Customer Number 39072**  
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Attn: Patent Docketing  
Room 2A-207  
One AT&T Way

In re: Matz  
Serial No.: 10/726,727  
Filed: December 2, 2003  
Page 10 of 10

Bedminster, NJ 07921  
919-854-1400  
919-854-1401 (Fax)  
Doc. No. 992384

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